

**Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan di Cafe Coffee and Beyond Pekalongan.**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas layanan, harga dan kepuasan pelanggan terhadap loyalitas pelanggan. Jenis penelitian yang digunakan adalah penelitian penjelasan ( explanatory research ) dengan pendekatan kuantitatif. Sampel sebanyak 140 responden yang merupakan pelanggan Cafe Coffee and Beyond Pekalongan dengan menggunakan teknik purpose sampling. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur ( path analysis ). Hasil penelitian menunjukkan bahwa : variabel kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan; variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan; variabel harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan; variabel kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan; variabel harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan; variabel kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci : Kualitas Produk, Kualitas Pelayanan, Harga, Kepuasan Pelanggan dan Loyalitas Pelanggan.

**The Effect of Product Quality, Service Quality, Price and Customer Satisfaction on Customer Loyalty of Cafe Coffee and Beyond Pekalongan.**

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**ABSTRACT**

This research aims to know the influence of product quality, service quality, price and customer satisfaction on customer loyalty. The type of research by using explanatory research with quantitative approach. A sample of 140 respondents who are customers of Cafe Coffee and Beyond Pekalongan using purposive sampling technique. Descriptive analysis and path analysis are used as data analysis techniques. The result of this research shows that : product quality variable has a positive and significant effect on customer satisfaction; service quality variable has a positive and significant effect on customer satisfaction; price variable has a positive and significant effect on customer satisfaction; product quality variable has a positive and significant effect on customer loyalty; price variable has a positive and significant effect on customer loyalty; customer satisfaction variable has a positive and significant effect on customer loyalty.

**Keyword** : Product Quality, Service Quality, Price, Customers Satisfaction and Customers Loyalty.